

Message Text

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12

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 /075 R

66619

DRAFTED BY COM/BEWT/TPD/562:PTERLIZZI

APPROVED BY EB/OCA/REP:MWDONOVAN

COM/BEWT:TPD:562:DTMATHES

COM/BIC/OIM/EM:236:RSMITH

COM/BEWT:OEWD/550:PKRAMARIC

EUR/EE:ESEGALL

EE:GCALLOWAY

EB/EWT:SHAAS

EB/OCA/BR:LWILLIAMSON

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R 092141Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY SOFIA

AMEMBASSY VIENNA

UNCLAS STATE 071789

E.O. 11652: N/A

TAGS: BEXP;AU,BU

SUBJECT: PLOVDIV INTERNATIONAL FAIR-U.S. EXHIBITION - STATUS
REPORT

1. WE PROPOSE PERIODIC STATUS REPORTS ON PROCUREMENT OF
SUBJECT EXHIBITION TO KEEP POSTS INFORMED OF PROGRESS. CON-
TACTS CONTINUING VIA PHONE AND MAILINGS, AND ASSISTANCE FROM
TRADE ASSOCIATIONS, CONSIDERABLE INTEREST IN U.S. EXHIBITION
DEVELOPING. BACKLOG OF U.S. ORDERS, AND NATIONAL SHORTAGES
STILL MAIN OBSTACLES TO SIGNING EXHIBITORS. DISCUSSIONS
WITH EXHIBITORS INDICATE EXHIBIT FEES NOT A PROBLEM TO
PARTICIPATION.

2. TO DATE, NO PARTICIPATION AGREEMENTS SIGNED OR CHECKS
RECEIVED. SOFIA URGED TO FORWARD ANY COMPLETE AGREEMENTS
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WITH CHECKS TO DOC ASAP SO THAT PROCESSING PROCEDURES CAN

BEGIN:

FOR VIENNA: INFORMATION DESIRED ASAP AS TO RESULTS
OF EWTC INQUIRIES ON BEHALF OF PROCUREMENT OF SUBJECT
EXHIBIT.

3. SERIOUS INTEREST IN PARTICIPATING HAS BEEN RECEIVED TO
DATE AS FOLLOWS: A) SOFIA: STAUFFER, DEERE, HESSTON,
WORLD WIDE SIRE, FMC. B) USDOC: INTERNATIONAL HARVESTER,
-348:-, :-,, CHAS. MACHINE WORKS, CYCLONE SEEDER, CHAM-
PION SPRATER, MASSEY FERGURSON, FILPER, FORD MOTOR,
GRAVELY LANE, SPERRY NEW HOLLAND STEIGER TRACTOR, TOWNER
MFG. WHITE INT'L, ZERO MFG. VERMEER. C) THE STATE OF
NOARTH CAROLINE - DEPT. OF NATURAL AND ECONOMIC RESOURCES
HAS SENT INVITATION LETTER TO COMPAINES IN THAT STATE.

5. WE NEED TO KNOW EXTENT OF BULGARIAN INTEREST IN
PROCESSING EQUIPMENT TO BE EXHIBITED, SINCE COSTS OF
RETURNING EQUIPMENT NOT SOLD WILL BE BORNE BY EXHIBITOR.
POTENTIAL EXHIBITORS BEING ASKED TO SEND CATALOGS. THESE
WILL BE SENT TO SOFIA FOR REVIEW BY BULGARIAN AUTHORITIES
AS TO INTEREST IN PURCHASE. TOWNER MFG. CO AND
MASSEY FERGUSON CATALOGS SENT. RUSH

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